

Chapter 12.2

Preapproach, Prospecting & Product Information



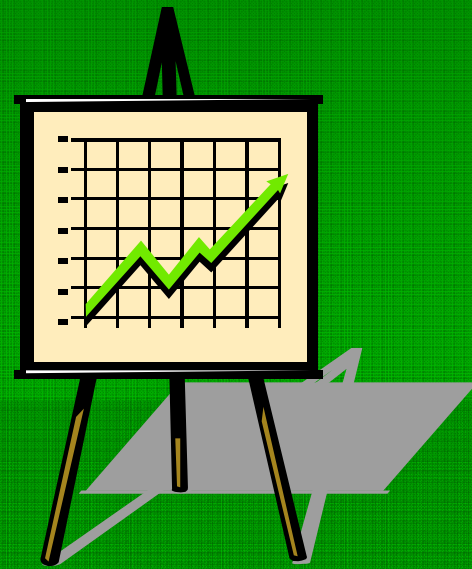
Preapproach / Approach

- Preapproach is getting ready for the face-to-face encounter in a selling situation.
- Approach is the actual face-to-face meeting.



Sales Preparation

- Industry Trends
- Researching potential customers
- Becoming familiar with company policies and procedures



PROSPECTING....Looking for new customers

Business-to-Business
situations –
Prospecting is
especially important
*Helps with new
accounts*

*Directories,
Periodicals,
Personal leads*



PROSPECTING ----

- EMPLOYER LEADS:

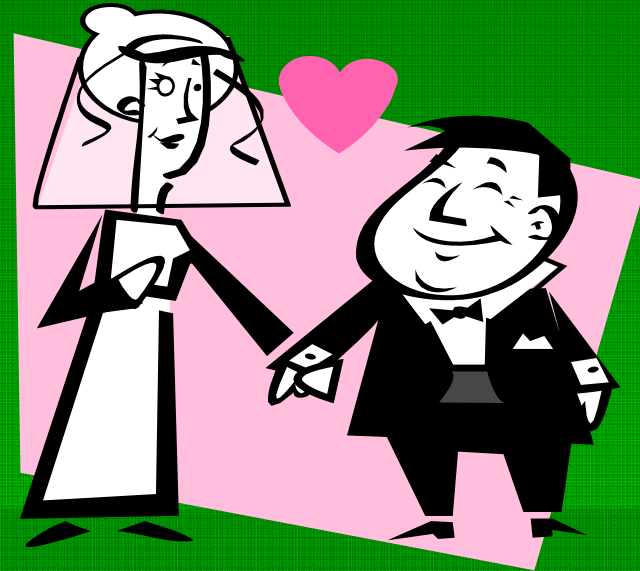
- Telemarketing,
Employer leads,
Customer leads,
Trade Shows

- TELEPHONE
DIRECTORIES:

- White and Yellow
Pages



- **TRADE & PROFESSIONAL DIRECTORIES:**
 - Thomas Register of American Manufacturers
- **NEWSPAPERS**
 - Birth announcements, Engagements
- **COMMERCIAL LISTS**
 - Lists purchased for potential customers



- **CUSTOMERS REFERRALS:**

- Satisfied Customers

- Ask for names from customers – Endless Chain method

- **COLD CANVASSING**

- Random and without appointment
 - Telephone random numbers
 - Door-to-door business contacts



Business to Business

- Dealing with previous customers
- Past sales records
- Notes about buyers personality
- Family and personal interests
- Hobbies



RETAIL SALES

- Preparing work and merchandise areas
 - Straightening, replenishing stock
 - What stock is in the inventory
 - What stock may be special ordered
 - Arranging displays
 - Cleaning

